ARTHUR BROWN & BRO. INC. 2 WEST 46TH STREET NEW YORK, NEW YORK 10036





Here's your sample of...

instant lettering

You've got to see it to believe it!

T NELSON SYSTEMS CONSULTANT BOX 1546 POUGHKEEPSIE N Y



## ARTHUR BROWN & BRO., INC.

## America's Largest Art Supply Distributor

THANK YOU ....

2 WEST 46 STREET NEW YORK 36, N.Y. COLUMBUS 5-7100

For your interest in our "Instant Lettering."

A sample and descriptive folder showing all the type styles available are attached. Most styles are priced at \$1.50 a sheet. The larger types indicated by the asterisks \* are in sets of two sheets and are priced at \$2.00 for the set.

In addition to the obvious uses for charts, graphs, artwork, etc. this unique product has many specialized and specific industrial applications. We're in process of compiling a list of such applications and we would appreciate your help. If you will fill out and send back the form on the bottom of this letter, along with your order for a minimum of three sheets, we will send you one sheet free of charge. Please specify the number you prefer. Remember we want specific and not general applications.

TO: ARTHUR BROWN & BRO. INC. 2 W. 46TH STREET, NEW YORK 36, N.Y.

Thank you again for your interest and your cooperation.

Yours very truly,

William Einhorn
Sales Manager

WE: jg

Attached is my order and check for "Instant Lettering."

I expect to use "Instant Lettering" for the following specific purposes:

Make my free sheet NO.\_\_\_\_\_

NAME\_\_\_\_

ADDRESS\_\_\_\_\_

CITY & STATE\_\_\_\_\_

Remove Blue Backing Paper and lay this Sample adhesive side down on working surface. Shade over letter with a ball point pen taking care not to press any other letter. Lift away Sample and press transferred letter with Backing Paper for complete adhesion.

## Great

ARTWORK - SIGNS - TITLES DISPLAYS - SLIDES - LOGOS PROTOTYPES.

GENERAL B ELECTRIC THE END OFF ON OFF hundreds of uses:

ABCDEFGHIJKLMN OPQRSTUVWXYZ;;;



# MARKING KITS for ELECTRONIC EQUIPMENT

The new easy way to completely mark electronic equipment from component parts to finished control panel at less cost and greater ease than ever before!

NOT A DECAL . . . GOES ON INSTANTLY . . . NO WATER, TAPES OR SCREENS . . . LOOKS LIKE PRINTING!

## LETRASET instant lettering

The "INSTANT LETTERING" dry transfer method brings you all the necessary elements for completely marking electronic equipment, drawings, prototypes, schematics, etc.—brings them to you in a new easy to use form. Words, letters, numerals, switch patterns, arcs, etc. are preprinted on special plastic sheets. Place the proper sheet over your work so that the desired word or pattern is in place then gently rub with a ballpoint pen. It's transferred . . . it's as easy as that.



#### Here's how it's done.

Remove blue backing sheet. Place carrier sheet so that word is in correct position. Rub over entire word with a ballpoint pen or soft pencil.

Carefully lift away sheet making sure the word has been completely transferred. Cover word with blue backing sheet and burnish for maximum ad-

Imagine lettering that transfers DRY to practically any surface — metal, wood, glass, plastic, paper. The actual word or pattern itself transfers from the carrying sheet with just a quick light pressure.

"INSTANT LETTERING" is clean, crisp and opaque; leaves no background haze or film!

Now you can quickly mark all panels . . . even especially calibrated two-color meter dial, tap switch markings, panel nomenclature, pilot light jewels, sub-assemblies, circuit boards, etc. Makes prototypes look like finished production equipment. Gives all equipment a professional look.



## MARKING KIT



All the standard component identification letters used in marking electronic panels, prototypes, chassis, engineers' drawings, printed circuit and terminal boards, mechanical and electrical components, etc. The letters are arranged so that there are more of those most frequently used. Also included are sheets of consecutively arranged numerals.



#### Contents of sheets:

No. 1-A, B, D No. 2-C No. 12-W, X, Y, No. 3-E, F, G No. 4-H, I, M, N, O Nos. 13 through 23 No. 5-J. P -Consecutively No. 6-K, L, CR arranged numerals 1 to 209 Nos. 8 & 9-R No. 24-Numerals No. 10-S, T, U 1 to 0, +, -

Samples below show actual type size

CR 134 135 136 990,000, ±

No. 966 - BLACK	\$4.95
No. 967 — WHITE	4.95

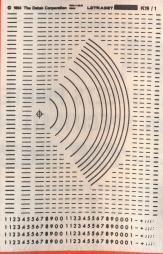
## instant lettering dry transfe **METER & DIAL MARKING KI**

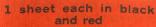
This kit contains dry transfer switch patterns, arcs, graduation li letters and numerals, etc. for marking standard and special rotary switches, potentiometers, prototype and especially calibrated m dials, etc.

This set contains a total of 12 5" x 7" sheets - 4 different sheets in 3 colo shown under the illustrations.

The sheets are in black, white and red for marking scales and switches in diffe colors to simplify usage of complex equipment.

No. 968 - METER & DIAL MARKING KIT.









1 sheet each in black, white and red

white and

## CHASSIS



ent identification letters panels, prototypes, chasrinted circuit and termid electrical components, ed so that there are more used. Also included are ranged numerals.

#### s of sheets

3 Or Sirec	
3, D	No. 11-V
	No. 12-W, X, Y,
, G	Z, TP
I, M, N, O	Nos. 13 through 23
900	-Consecutively
., CR	arranged nu-
	merals 1 to 209
−R	No. 24-Numerals
T. U	1 to 0, +, -
1, 0	1 10 0, 7, -

al type size

5 136 990,000, ±

## instant lettering dry transfer

## **METER & DIAL MARKING KIT**

This kit contains dry transfer switch patterns, arcs, graduation lines, letters and numerals, etc. for marking standard and special rotary tap switches, potentiometers, prototype and especially calibrated meter dials, etc.

This set contains a total of 12 5" x 7" sheets — 4 different sheets in 3 colors as shown under the illustrations.

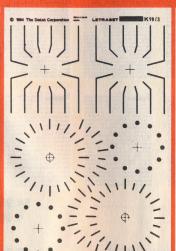
The sheets are in black, white and red for marking scales and switches in different colors to simplify usage of complex equipment.

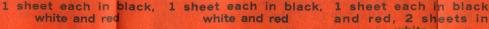
1123455678900112345567890001-+;;;

1 123 45 56 7 8 9 0 0 1 123 4 5 56 7 8 9 0 0 0 1 - +;;;; 1 123 4 5 56 7 8 9 0 0 1 123 4 5 56 7 8 9 0 0 0 1 - +;;;;

11234556789001123455678900&+-177:

No. 968 - METER & DIAL MARKING KIT





and red, 2 sheets in



11234556789000

11234556789000 11234556789000

3455678900

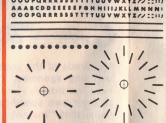
3455678900

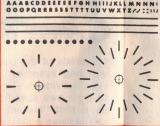




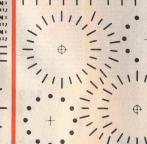
1123455678900112345567890001 -+;;;

1 sheet each in black











LETRASET instant lettering

## TITLES FOR ELECTRONIC EQUIPMENT

... a complete set of preprinted dry transfer titles for fast easy marking of electronic equipment, control panels, drawings, parts, etc. This set consists of 24 easy-to-handle 3" x 5" sheets containing multiples of hundreds of preset words researched to give up to 95% of all electronic panel markings. Used by engineers, radio amateurs. electronic hobbyists, model makers, etc.

Samples show actual type size DECAYING COMPRESS 1234





ELECTRONIC

EOUIPMENT

\$4.95 No. 958 - BLACK SET No. 959 — WHITE SET Refill Sets (12 sheets) No. 960 - ALPHABETS ONLY - Black No. 961 - ALPHABETS ONLY - White ..... 2.50

No. 962 - NUMERALS ONLY - Black No. 963 — NUMERALS ONLY — White ..... LETRASET instant lettering

## STANDARD SHEETS

For larger letters, special colors or other panel requirements or any lettering problems you might have, we recommend the complete line of "Instant Lettering" sheets.

Standard 10" x 15" sheets of professional lettering are available in complete fonts of alphabets and/or numerof alphabets and/or numer-als in over 50 different type faces in sizes ranging from 8 point to 3 inch display letters and in black, white, red, yellow, blue and gold.



FREE SAMPLE AND COMPLETE TYPE CHART AVAILABLE

LETRASET

## SPECIAL SHEETS PRINTED TO YOUR OWN SPECIFICATIONS



Hundreds of the country's largest industrial firms, advertising agencies, TV stations, airlines, architects even individuals - now use "Instant Lettering" printed to their own specifications. You will find, just as they have, that "Instant Lettering" can save valuable time and achieve a printed look on prototypes, displays and exhibits, presentations, drawings, slides, finished products and thousands of other applications.

COMPLETE INFORMATION AVAILABLE UPON REQUEST

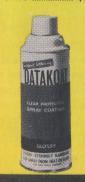
instant lettering

## **CLEAR PROTEC**

**DATAKOAT** is a specially ing for all "Instant Letteri clear, dries quickly and letter from abrasion and

> **DATAKOAT** Protective Coating Kit contains a 1 oz. bottle of DATAKOAT with applicator brush in the cap and a 1 oz. bottle of thinner.

No. 04176 ..... \$1.00



**ARTHUR BROW 2 WEST 46** NEW YORK,

@ 1964 VISU

instant lettering

## CLEAR PROTECTIVE COATING

DATAKOAT is a specially designed protective coating for all "Instant Lettering" products. It is waterclear, dries quickly and protects the transferred letter from abrasion and weathering,

**DATAKOAT** Protective Coating Kit contains a 1 oz. bottle of DATAKOAT with applicator brush in the cap and a 1 oz. bottle of thinner.

No. 04176 ..... \$1.00





DATAKOAT is available as a quick drying spray in this handy 16 oz. aerosol can.

No. 04177 ..... \$2.95

ARTHUR BROWN & BRO. INC. 2 WEST 46TH STREET **NEW YORK, N. Y. 10036** 

@ 1964 VISUAL ART INDUSTRIES, INC.

## AN ENCYCLOPEDIA OF ARTISTS' MATERIALS



Simply fill out and send the enclosed form far your free copy of this 208-page catalog that makes available everywhere the huge stock and variety of America's largest art supply distributor.

A	R	T	HL	JR	B	R	0	V	M	6		BR	0.	11	N	C.
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N	E	W		10	R	K		3	6,	N	E	W	Y	0	R	K

Please send me your complete art supply catalog

I AVAILE	 		 	
. •		38		
ADDRESS		14		

TY ......ZONF

NAME

CTATE

stant letteri

...lettering you just rub down!

#### © 1964 VISUAL ART INDUSTRIES, INC.

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#### PLEASE READ THE FOLLOWING BEFORE ORDERING

All sheets are available in Black and White.

- Also available in Red, Yellow and Blue.
- ★ Also available in Red, Yellow, Blue and Gold.
- Also available in Red.

Sheets marked with an asterisk (\*) are large display letters supplied in 2 sheets to the set required to cover the complete alphabet.

C — Capitals, L — Lower case and N — Numerals. A sheet marked C/N contains Caps and Numerals ONLY. A sheet marked C/L/N contains all three and can only be ordered that way. For example it is not possible to order Sheet No. 118 in Caps only.

All sheets (with the exception of Nos. 321A, B, C and 322A, B, C) come in full fonts only; that is, a distribution of characters based on average use. It is not possible to order a sheet of all one letter or a group of specific letters or numerals except on special order.

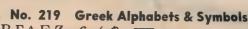
The type chart shows the letters available on each sheet in the case of the exceptions mentioned above.

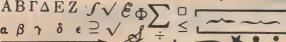
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120	34	176 .	11	230	14	298	38	418	43	558	47
121	34		11	231	14	299	38	419	43	559	46
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137	36		6	255	9	3220		452	33	577	44
138	21	195	6	256	9	323	27	454	33	578	44
140	21	196	6	257	9	324	27	455	33	579	44
141		197	6	258	9	325	27	462	32	580	44
142	22	198	6	259	10	326	28	463	32	581	45
143	22	199	17	260	41	327	28	464	32	582	45
144	22		17	261	41	328	28	465	32	583	45
145	41	201	17	262	29	329	28	467	32	584	45
146	41	202	17	263	29	334	20	468	32	585	45
147	37		17	264	29	335	20	478	31	586	45
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150	37	206	17	267	35	338	21	489	31	589	46
151	37	207	17	268	37	346	18	506	20	590	46
152	36	208	17	269	37	347	18	507	18	591	46
153	36	209	17	270	13	348	18	508	38		
-99		-									



No. 557 1/2/3/4 pt. Line Rules







No. 555 Fists and Asterisks



No. 570 General Electric Logos Contains G.E. logos in sizes from 7" wide down to 11/4" wide.

GENERAL



ELECTRIC

No. 571 IBM Logos

Contains IBM logos in both outline and solid letters in sizes ranging from 4" wide down to  $\frac{1}{2}$ " wide.

IBM





## ELECTRONICS MARKING KITS

### TITLES FOR ELECTRONIC EQUIPMENT

This set contains 24 3½" x 5" sheets...hundreds of preprinted titles...researched to give you up to 95% of all electronic marking. For labeling, marking, titling all electronic control panels, drawings, prototypes, etc.

No. 958 — Reset.

No. 958 — Black \$4.95 No. 959 — White \$4.95 SELECTIVITY

#### TERMINAL & CHASSIS MARKING KIT

23456 111112113 QQQQ VVVV

Contains 24 3½" x 5" sheets of all the necessary letters, letter combinations and numerals for marking chassis, printed circuit and terminal boards, rotating components, etc.

No. 966 — Black \$4.95 No. 967 — White \$4.95

#### METER & DIAL MARKING KIT



(reduced)

Contains 5" x 7" sheets in black, red and white...a total of 12...
containing arcs, dial patterns, lines, wedges, graduation lines, switch
symbols, alphabets and numerals for marking standard and special
rotary tap switches, potentiometers, prototypes and especially calibrated meter dials. Colors supply contrast on scales and switches
simplifying usage of complex instruments.

No. 968 - Meter & Dial Marking Kit.

Now, with these three kits you can completely mark prototype electronic equipment from component parts to the finished control panel and meters. The result is professional looking equipment.

## ARTHUR BROWN & BRO., INC.

2 WEST 46TH STREET

NEW YORK, NEW YORK 10036

instant lettering

.... brings you the finest most meticulous lettering in the world instantly... by instantaneous dry transfer of letter from type sheet to practically any surface. Just rub and it's there.

Leaves no trace of adhesive to mar art work . . . needs no equipment . . . perfect on wood, paper, glass, metal, film, in fact on practically any surface . . . quick and simple to use and costs very little . . . the right answer to the need for highest quality lettering for display panels, roughs, signs, labels, graphs, charts, T.V. cells, photos, etc.



Standard sheet reduced from 10" x 15"

### THIS IS HOW "INSTANT LETTERING" IS DONE





Remove blue backing sheet and place carrier sheet over work so that desired letter is in place. With a ballpoint pen or soft pencil gently rub over letter making sure you touch all the edges of letter.

Carefully lift away sheet — letter is now transferred. Repeat procedure until word is complete. Finally place blue backing sheet over work and burnish for maximum adhesion.

Protective Backing Paper has a special coating to which letters will not adhere. This backing paper should be replaced when sheet is not in use to avoid accidental transfer and to keep sheet clean.

Errors can be removed with pressure-sensitive tape where surface permits.

Varnishing will protect letters that are to be exposed to weather. However, do not use a cellulose lacquer.

#### **CATALOG NUMBERS AND PRICES**

	BLACK	WHITE	RED	YELLOW	BLUE	GOLD
STANDARD SHEET	940	942	946	947	948	945
DISPLAY LETTERS	943	944	949	950	951	

Standard sheets are \$1.50 each. Display letters come in 2 sheet sets at \$2.00 per set.

## ND-DRAWN SOHO

ARCDE

Mcdefq;

NOPORSTUV

Wabcdefghii

No. 591 36 pt.

UVWXYrstuvw

18/24/36 pt. Line

6/8/10/12 pt. Line Rules No. 558

## FUTURA BOLD

No. 100\* 11/2" • C

No. 114 11/2" • N

# 56

No. 566 1"

C

# FGH

No. 567 1"

N

234

No. 581 48 pt.

## ABCDEF,

No. 582 48 pt.

C/LT

## Xefghij;

No. 583 36 pt.

C/L

## EFGHImno

HAND-DRAWN NO. 5

## ABCDE

FGHIJKL!;

MNOPQRS

† These sheets contain a small proportion of initial capitals.

## **OLD ENGLISH**

No. 216 36/24 pt. C/L/N
(This sheet is also available in gold)

Mno3abede9

## **FUTURA BOLD**

No. 100\* 11/2"

# C

No. 114

No. 566

No. 567

fg



48 pt. No. 106

## HAND-DRAWN NO. 2

No. 574 72 pt.

ABCD

No. 575 72 pt.

C/LT

C

Hklmno

No. 576 48 pt.

C

TUVWXY

No. 577 48 pt.

C/LT

Mlmnopq;

No. 578 36 pt.

C/L

ABCDefghi

HAND-DRAWN NO. 3

No. 579 72 pt.

C

KLMN

No. 580 72 pt.

C/LT

Sefgh

#### FUTURA BOLD (continued)

No. 250 48 pt. 90S¢ No. 107 36 pt. B C def1 No. 251 36/24 pt. 56781234# No. 519 30 pt. ABCDrs 567 No. 108 24 pt. • C/L/N STUVImn78 No. 198 18 pt. • C/L/N VWXYZabcde890 No. 252 18/14 pt. N 1 2 3 4 5 6 7 5 6 7 8 9 0 No. 197 14 pt. C/L/N A B C D E F G e f g h 1 2 3 4 5 6 7 8 No. 196 12 pt. C/L/N OPQRSTUVWabcdefg567 No. 253 12/10/8 pt. N 1 2 3 4 5 6 1 2 3 4 5 6 7 1 2 3 4 5 6 7

No. 194 8 pt. C/L/N
ABCDEFGHIJKLmnopqrst 2 3 4 5 6

No. 195 10 pt. C/L/N
A B C D E F G H I J a b c d e f g h 1 2 3 4 5 6 7



No. 418 1"

# 322X

No. 419 3/4"

## KELLIT

No. 420 3/8"

## אכבגדהווחי

## DARTMOUTH ROMAN

No. 548 12.5 mm

C/L/N

## ABCtui

No. 549 11 mm C/L/N

## EFGab7!

## DARTMOUTH ITALIC

LMNef1

No. 551 11 mm

C/L/N

ABCde8

## MISTRAL

ABCno8 EfGmno78 No. 212 30 pt. C/L/N
DEF1174890 FLASH
No. 276 36 pt. C/L/N ABCDuvw8 No. 277 24 pt. C/L/N E F G H a b c 6 7 RUSH SCRIPT ABClmn9 RS7Uwx789 PALACE SCRIPT

ABklmn78

## FUTURA BOLD ITALIC

No. 163 72 pt. C/N

ABCD

No. 164 72 pt. L

MM MOD

No. 165 60 pt. • C/N

## WXYI

No. 166 60 pt.

Mo. 168 48 pt. L

No. 169 36 pt. C/L/N

RSTabc12

A B C e f g h 2 3

PROFIL

No. 260 42 pt.



No. 261 24 pt.

C/N



PLAYBILL

No. 145 72 pt. • C/N

# ABGD67

tuvwx;

**ALBERTUS** 

No. 232 48 pt. C/L/N

ABCst6!

EFGIMN3

JKLMN v w x y 1 2

No. 556 Dot Rules

## **FUTURA MEDIUM**

No. 109\* 11/2" C C/N No. 110 72 pt. 72 pt. No. 254 72 pt. No. 112 60 pt. No. 113 60 pt.

No. 260 42 pt.









No. 261 24 pt.













No. 145 72 pt.

Cst6

36 pt.

No. 233 24 pt.

JKLMNvwxy12

## EGYPTIAN EXPANDED

No. 514 36 pt. C/N

No. 521 36 pt.

No. 515 24 pt. C/L/N

WIDE LATIN

No. 512 36 pt. C

CDef9

No. 513 24 pt. C/

C/L/N

ABCDlm4?

CHISEL

No. 516 60 pt.

C/N

ABCD8

100 pt. L

No. 518 48 pt.

C/L/N

RSTabcd7:

## No. 255 60 pt. $789 \div x$

## ABC D12

No. 116 48 pt. Imnopqrs

No. 256 48 pt. 123456

No. 117 36 pt.

ABCDefg8

No. 257 36/24 pt. • 67894567#6

No. 520 30 pt. ABCDEWX y12

No. 118 24 pt. \* C/L/N A B C D e f g h 5?

No. 193 18 pt. • C/L/N
A B C D E ? f g h 1 2 3 4 5 \$!

No. 258 18/14 pt. N 1 2 3 4 5 6 7 1 2 3 4 5 6 7

## **BERLING BOLD**

ABCD23

rstuvwx

EFGHrs7!

A B C D s t u 8;

R S T U a b c d 1 2 3

No. 509 16 pt. C/L/N
A B C D E F t u v w 1 2 3

## **PLANTIN**

ABCfgh9!

EFGHtuv56

No. 554 Register Marks



#### FUTURA MEDIUM (continued)

No. 192 14 pt. C/L/N
A B C D E F G H a b c d e f g 1 2 3 4 5 6

No. 191 12 pt. C/L/N
A B C D E F G H I J K L a b c d 1 2 3 4 5 6 7

No. 259 12/10/8 pt. N 1 2 3 4 5 6 7 1 2 3 4 5 6 7 8 91 2 3 4 5 6

No. 190 10 pt. C/L/N
A B C D E F G H I J K Labcdef gh 1234567?

No. 189 8 pt. C/L/N
A B C D E F G H I J K L a b c d e f g h 1 2 3 4 5 6

## FUTURA MEDIUM ITALIC

FGH8!

No. 171 72 pt. C/N

FGH8!

No. 172 72 pt. L

Mo PGH8

No. 173 60 pt. C

JKLMN

U V W X Y

No. 297 48 pt. C/N
ABCD 89
rstuvwx
ABCrst89
I K.L Mabcd12
No. 301 20 pt. C/L/N ABCD1mn089
No. 508 16 pt. C/L/N EFGHabcdef1234
BERLING ITALICS
ABCD34
$t^{No.318}$ $t^{48}$ pt. $wxy$ ;
No. 319 36 pt. C/L/N
ABCD tu12
O P Q R s t u 1 2

## No. 175 48 pt. C/N 172 I Mo. 176 48 pt. op; ABCD ef g 5 No. 178 24 pt. • C/L/N A B C De f g 1 2 3 GROTESQUE OUTLINE ABG9I ABGD78; No. 282 36 pt. C/N A B C D 4 5 [

FGHI67 t u v w x: J K L a b c 9! ABCDefg67; CLARENDON MEDIUM
No. 147 60 pt.

FGHIJ; tuvwx 23456: ABCD78! t No. 150 42 pt. w x: A B C u v w 7? No. 268 24 pt. C/L/N E F G H r s t 1 2 3

## GROTESQUE No. 9

No. 124 72 pt. No. 125 72 pt. No. 160 72 pt. B G D 45! No. 127 48 pt. X Y No. 128 36 pt. B Cefg No. 129 24 pt. ABCDefg3 A B C D E F G H m n o p q r 1 2!

GROTESQUE No. 9 ITALIC

FGH3;

V W X y,

A B C D 2 3

J K I M N O

No. 187 36 pt. • C/L/N

A B C D m n 9

No. 188 24 pt. • C/L/N

A B C D e f g 1 2 3

No. 135\*

No. 136\*

No. 137 42 pt. Btu

No. 238 36 pł.

BC1m8

No. 239 24 pt. C/L/N LMNop67

No. 240 18 pt.

EFGHrst7!

CLARENDON BOLD

No. 152 60 pt.

No. 153 60 pt.

#### GROTESQUE No. 7

Imnopqrs:

ABGDE tu12

ABCDEhi567

ABCDEFGHrst4567

No. 227 24 pt. C/L/N ABCDEFGHIJKLUVWX12 IJKLhi4?

A B C D e f g 12 3

TIMES BOLD ITALIC

DEF9

tuvwx

ABCD6

lmnopq,

**BASKERVILLE** 

ABCDopqr67

No. 511 24 pt. C/L/N EFGHIJabcde1234

#### ANNONCE GROTESQUE

No. 130\* 1"

No. 131\* 1"

No. 132 48 pt. C/N 3 I A B C 3 I A B C 3 I A B C 3 I A B C A

No. 234 36 pt. C/L/N EFG f g 7

ABCDhij12

No. 220 Secret & Confidential

SECRET CONFIDENTIAL

SECRET CONFIDENTIAL SECRET CONFIDENTIAL

#### TIMES BOLD

11/2" C No. 119\* C/N No. 120 72 pt. No. 159 72 pt. No. 122 48 pt. No. 123 48 pt.

No. 442 18 pt. EFGHIJabcd123 FOLIO MEDIUM EXTENDED No. 449 54 pt. C/N No. 450 54 pt. No. 451 42 pt. **Ors12** No. 452 36 pt. KLMNbc89 ABCDrst89 No. 455 18 pt. EFGHabcd23 FOLIO LIGHT CD12No. 424 54 pt. rstuvwx ABCdef56 No. 426 36 pt. EFGHabcd123 No. 428 24 pt. EFGHabcd89 No. 429 18 pt. ABCDefgij4567

#### **GROTESQUE No. 215**

EFGH89!

ABCefg7!

E F G H i j k | 9 |

ABCDEFGHUVWXY89

No. 288 14 pt. C/L/N OPQRSTUVWabcd1234

No. 289 12 pt. C/L/N
ABCDEFGHlabcdefgh1234

#### GROTESQUE No. 216

No. 199 60 pt.

C/N

ABC5

#### FOLIO BOLD

No. 462 54 pt. C89 No. 463 54 pt. C/L/N No. 464 42 pt. BCef56 No. 465 36 pt. EFGHabc89 No. 467 24 pt. UVabc123 ABCDErstu89 FOLIO MEDIUM No. 436 54 pt. C No. 437 54 pt. rstuvwx No. 438 42 pt. KLMNab12 No. 439 36 pt. RST Uabc 567 No. 441 24 pt.

ABCDmno123

No. 200 60 pt. No. 201 60 pt. No. 202 48 pt. No. 203 48 pt. No. 204 36 pt. No. 205 24 pt. EFGHabcd1! No. 206 18 pt. C/L/N LMNOPabcd1234 No. 207 14 pt. C/L/N ABCDEFGuvwx12345 No. 208 12 pt. C/L/N EFGHIJKLabcd 4 5 6 7 8 No. 209 10 pt. C/L/N ABCDEFGHuvwxy567890 No. 210 8 pt. C/L/N

STUVWXYZabcdefgh123456!

No. 563 1"

No. 564 1"

No. 565

OLIO EXTRA BOLD

No. 487 36 pt.

CDefg

ABCDefgh1234

FOLIO BOLD CONDENSED

EFGHabcde1234

No. 480 24 pt.

ABCDefgh1234

#### UNIVERS 49

ABCDEFGHIJKLMnopq112345

#### **UNIVERS 55**

ABCD1

No. 346 48 pt. C/N

ABCD1

TUVWXY

No. 347 48 pt. C/L/N

EFGHIM1

A B C De f g 1 2

#### STANDARD MEDIUM

No. 560\* 2"

C

No. 561\* 2"

No. 562 2"

N

6

A B C D E f g h 9

UNIVERS 57

ABCD7!() No. 359 48 pt. Im opqrst

0 P Q R s t u 7!

ABCDefgh56

A B C D e f g h 6 7

UNIVERS 59

No. 382 48 pt. ABCDEF89!

No. 383 48 pt. opqrst

No. 384 36 pt.

ABCDpqrs5

No. 385 24 pt. EFGHIfgh123

#### UNIVERS 59 (continued)

No. 506 20 pt. C/L/N A B C D E f g h i 1 2 3 4

#### **UNIVERS 65**

## 

rstuvw;

ABCDefg7

No. 401 24 pt.

UVWXYfgh7

A B C D e f g h i 1 2 3

#### **UNIVERS 67**

No. 334 48 pt.

## ABCDE7&

No. 335 48 pt. Imnopqrs;

No. 336 36 pt.

OPQRstuvw7

**PLACARD** 

No. 262 72 pt.

C/N

# ABCD9

TUVWX

EFGHIJKLM9

Imnopqrs

No. 218 Arrows and Asterisks 🌢



No. 223 Drafting Arrows

7-1/8" shaft =

FRANKLIN GOTHIC COND. (cont'd)

No. 326 2" N

No. 327 1"

C

# PQRS

No. 328 1"

OFSTU;

No. 329 1"

N

23456

EFGHIJuvw34

A B C D E F G k I m n 1 2

#### SANS CONDENSED

No. 138 72 pt. C/N

JKLMN9

1 No. 139 72 pt. L

TWO. 139 72 pt. L

2345\$¢

ABCjk6!

No. 217 Numbers in Circles

1 2 3 10 11 12 48 49 50 O

1 2 3 4 5 6 A B C D E F

No. 323 3"

N

No. 324\* 2"

# C

No. 325\* 2"

L

#### VENUS BOLD EXTENDED

No. 569 72 pt.

No. 143 54 pt. • C/N

## HIJ5!

hijkim

#### FRANKLIN GOTHIC COND.

No. 321A 3"

This sheet contains the letters A E I O U

No. 321B 3"

C

This sheet contains the letters D H L N R S T

No. 321C 3"

This sheet contains the letters BCFGJKMPQVWXYZ



No. 322A 3"

This sheet contains the letters a e i o u

No. 322B 3"

This sheet contains the letters b d h l n r s t

No. 322C 3"

This sheet contains the letters

c f g i k m p q v w x y z



No. 243 36 pt. C/L/N A B C d 6 7

No. 244 24 pt. C/L/N ABCDr s 5 6

No. 245 18 pt. C/L/N
ABCDefg234

VENUS MEDIUM EXTENDED

ABCD1

1 m n o p;

STUV w x 9

No. 275 24 pt. C/L/N E F G H e f g 6 7

# instant lettering

### SPECIAL SHEETS MADE TO YOUR OWN SPECIFICATIONS

Hundreds of the country's largest industrial firms, advertising agencies, TV stations, airlines, architects—even individuals—now use "Instant Lettering" printed to their own specifications. You will find, just as they have, that "Instant Lettering" can save valuable time and achieve a printed look on prototypes, displays and exhibits, presentations, drawings, slides, finished products, and thousands of other applications.



#### PRICES FOR SPECIAL SHEETS

Preparation charge	\$24.00
First 50 sheets@ \$	2.00 each
Sheets over 50@	1.50 each
Artwork supplied by you ready for ca	amera.
Printing area 9" x 13" on a 10" x	15" sheet.
Delivery is approximately 3 weeks.	

The preparation charge covers preparing a new sheet for printing and applies only to the first order. There is no preparation charge on reorders of a special sheet.

The minimum order is 50 sheets at \$2.00 each. Additional sheets on the same order receive the \$1.50 price. There is a minimum of 25 sheets of a color.

This means your minimum order can include two colors (i.e. 25 red and 25 black). Both the minimum order of 50 sheets and the minimum of 25 sheets of a color also apply to reorders.

Artwork must be supplied by you ready for camera. Please remember that your special sheet of "Instant Lettering" can be no better than the artwork you supply us with. Prepare all artwork with the utmost care. If additional artwork (retouching, etc.) is required the cost for doing this will be added to your preparation charge. If this additional cost exceeds \$15.00 you will be notified before we print.

#### PRICES FOR SPECIAL SHEETS

Preparation charge	\$24.00
First 50 sheets	@ \$2.00 each
Sheets over 50	@ 1.50 each
Artwork supplied by you ready	for camera.
Printing area 9" x 13" on a 1	0" x 15" sheet
Delivery is approximately 3 we	eks.

The preparation charge covers preparing a new sheet for printing and applies only to the first order. There is no preparation charge on reorders of a special sheet.

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We cannot prepare artwork for you. Costs plus the possibility of misinterpreting your instructions prevent this. We can supply the following services to help you in the preparation of your special sheets.

- 3. Type-faces (not words) in existing range supplied to specified frequencies \$15.0

The printing area is  $9'' \times 13''$ . You may fill this up any way you see fit. The minimum thickness for lines is .005''.

Complex designs or designs with many or unconnected elements are difficult to transfer. This is overcome by use of an "invisible carrier film". This is a clear film that covers the entire design. It transfers with the design and holds all the elements in proper position. After burnishing the film becomes all but invisible on most surfaces. Unless you specify otherwise, we will prepare your sheet with the carrier film where we feel it is necessary.

When preparing artwork do not use excessively heavy boards. Trim away all unnecessary margins. This facilitates handling.

When mailing artwork to us, please wrap it carefully to avoid damage.

We will not return artwork unless specifically requested to do so. We cannot guarantee the safe return of any artwork.

When we receive the artwork for a special sheet it is assigned a special sheet number (example: S5242). This is the only way we can identify your special sheets. Please include this number whenever you reorder.

instant lettering ACCT	. NO. CR	EDIT O.K.	PROMISED	FOR		IAL INSTRUCTIO		WRITTEN BY
order F	ORM ARTHU	R BROW	N & BRO.,	INC.	2 WEST 46 PHONE (ARE	TH STREET, NEW A CODE 212) CO	YORK, NEW YORK 1003 5-7100	In New York City add 4% Sales Tax. Add
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					- 1810 - 18100		every leaders to	☐ I have account
	DEPT.	RECD.	OUR ORDER NO.	Islsmi	y, INV.	SHIPPED VIA	TAX	PAID
CUSTOMER CRDER NO.	237	RECU.	OUR ORDER THE					CONTRACT OF SERVICE

BLACK	STANDARD SHEETS	\$1.50	<b>196</b> 042673	<b>226</b> 042978	<b>262</b> 043287	<b>299</b> 043581	<b>347</b> 043877
101	134	167	197	227	263	300	348 043886
041809	042092	042388	042682 198	042987	043296 <b>264</b>	301	349
102 041818	137 042109	1 <b>68</b> 042397	042691	042996	043302	043607	043895 <b>350</b>
103	138	169	199	229	<b>265</b> 043311	<b>308</b> 043616	043901
041827 1 <b>04</b>	139	170	200	230	266	309	358
041836	042127	042412	042717	043017	043321 <b>267</b>	043625 <b>310</b>	359
105 041845	140	171	<b>201</b> 042726	231	043330	043634	043920
106	141	172	202	232	268	<b>311</b> 043643	<b>360</b> 043939
041854	042145	173	042735 <b>203</b>	043035	043349 <b>269</b>	312	361
107	142 042154	042440	042744	043044	043358	043652	043948
108	143	174	204	234	<b>270</b> 043367	<b>317</b> 043661	<b>362</b> 043957
041872	042163 144	175	042753 <b>205</b>	043053	271	318	382
041881	042172	042468	042762	043062	043376	043671	043966 383
111	145	176	<b>206</b>	<b>238</b> 043071	<b>272</b> 043385	<b>319</b> 043680	043975
041891	146	177	207	239	273	320	384
041907	042191	042486	042781	043090	043394	043699 321A	043984 385
113	147	178 042495	208	<b>240</b> 043106	043401	043705	043993
114	148	179	209	243	275	321B	<b>390</b> 044005
041925	042216	042501	042806 <b>210</b>	043115	043411 <b>276</b>	043714 <b>321C</b>	391
115	149	042511	042815	043124	043429	043723	044014
116	150	181	211	245	277	322A 043732	<b>392</b> 044023
041943	151	182	212	043133	043438 278	322B	393
041952	042243	042539	042833	043142	043447	043741	044032 <b>398</b>
118	152	183	213	249 043151	<b>279</b> 043456	322C 043751	044041
120	153	184	214	250	280	323	399
041971	042261	042557	042851	043161	043465 281	043760 <b>326</b>	044051 <b>400</b>
121	154 042271	185	215 042861	<b>251</b> 043170	043474	043779	044060
122	155	186	216	252	282	327	401
041999	042280	042575	042870	043189 <b>253</b>	043483 283	043788 328	402
042001	042299	042584	042889	043198	043492	043797	044088
124	159	188	218	254	<b>284</b> 043509	<b>329</b> 043803	418
042010 125	042305 160	042593 1 <b>89</b>	042898	043204 <b>255</b>	285	334	419
042029	042314	042600	042904	043213	043518	043812	044103
126	161	190 042619	<b>220</b> 042913	<b>256</b> 043222	<b>286</b> 043527	<b>335</b> 043821	<b>420</b> 044112
042038	042323 <b>162</b>	191	221	257	287	336	423
042047	042332	042628	042922	043231	043536	043831	044121 424
128 042056	163 042341	192 042637	<b>222</b> 042931	<b>258</b> 043241	<b>288</b> 043545	043840	044131
129	164	193	223	259	289	338	425
042065	042351	042646	042941	043250 <b>260</b>	043554	043859 <b>346</b>	426
132 042074	165 042360	194 042655	042950	043269	043563	043868	044159
133	166	195	225	261	<b>298</b> 043572	FRE TIME (C	Continued)

DLAG	K STAN. SHTS.)	<b>467</b> 044346	510	520	<b>558</b>	<b>570</b>	<b>582</b> 044847
28	450	468	511	044542 <b>521</b>	559	571	583
168	044257 <b>451</b>	044355 <b>478</b>	044453 <b>512</b>	044551 <b>548</b>	044650 <b>562</b>	044758 <b>574</b>	044856 <b>584</b>
177	044266	044364	044462	044561	044669	044767	044865
6	<b>452</b> 044275	<b>480</b> 044373	<b>513</b> 044471	<b>549</b> 044570	<b>563</b> 044678	<b>575</b>	<b>585</b> 044874
7	454	487	514	550	564	576	586
8	455	044382 <b>489</b>	515	044589 <b>551</b>	044687 <b>565</b>	044785 <b>577</b>	044883 <b>587</b>
9	044293 <b>462</b>	044391 <b>506</b>	044490 <b>516</b>	044598 <b>554</b>	044696 <b>566</b>	044794 <b>578</b>	044892 <b>588</b>
211	044300	044408	044506	044604	044702	044801	044909
1 20	<b>463</b> 044319	<b>507</b> 044417	<b>517</b> 044515	<b>555</b> 044613	<b>567</b> 044711	<b>579</b> 044810	<b>589</b> 044918
2	<b>464</b> 044328	<b>508</b> 044426	<b>518</b> 044524	<b>556</b> 044622	<b>568</b> 044721	<b>580</b> 044829	<b>590</b> 044927
9	465	509	519	557	569	581	591
48	044337	044435	044533	044631	044730	044838	044936
HIT	T STANDARD	\$1.50	184	210	238	268	300
	SHEETS 128	10000	045755	046019	046270	046538 <b>269</b>	046780 <b>301</b>
002	045254	159 045503	045764	046028	046289	046547	046799
2	129 045263	160 045512	186	212	240 046298	<b>270</b> 046556	308 046805
3	132	161	187	213	243	271	309
4	133	162	188	214	046304 244	046565	310
5	045281	045531 1 <b>63</b>	045791 <b>189</b>	046055	046313	046574 <b>273</b>	046823 <b>311</b>
049	045291	045540	045808	046064	046322	046583	046832
6	137 045307	164 045559	190	<b>216</b> 046073	248 046331	<b>274</b> 046592	312 046841
7	138	165	191	217	249	275	<b>317</b> 046851
067	045316	166	192	218	250	276	318
076	045325	045577	045835	046091 <b>219</b>	046350 <b>251</b>	046618	319
085	045334	045586	045844	046108	046369	046627	046879
1 094	141 045343	1 <b>68</b> 045595	194 045853	<b>220</b> 046117	<b>252</b> 046378	<b>278</b> 046636	320 046888
2	142	169	195	221	253	<b>279</b> 046645	321A 046897
3	045352	170	045862	046126	046387 <b>254</b>	280	321B
110	045361	045611	045871	046135	046396 <b>255</b>	046654	046903 321C
129	045371	045620	045881	046144	046402	046663	046912 322A
5	145 045380	172 045639	198 045890	<b>224</b> 046153	<b>256</b> 046411	046672	046921
6	146 045399	178 045648	199 045906	<b>225</b> 046162	257 046421	<b>283</b> 046681	322B 046931
7	147	174	200	226	258	284	322C
8	045405 148	045657 1 <b>75</b>	045915 <b>201</b>	046171 <b>227</b>	046430 <b>259</b>	285	323
165	045414	045666	045924	046181	046449 <b>260</b>	046707 <b>286</b>	046959 <b>326</b>
174	149 045423	176 045675	<b>202</b> 045933	046190	046458	046716	046968
183	150 045432	177 045684	<b>203</b> 045942	<b>229</b> 046206	261	<b>287</b> 046725	<b>327</b> 046977
22	151	178	204	230	262	288	<b>328</b> 046986
192	045441 <b>152</b>	045693 1 <b>79</b>	205	046215 <b>231</b>	263	046734 <b>289</b>	329
209	045451	045700	045961	046224	046485 <b>264</b>	046743	046995 <b>334</b>
218	153 045460	1 <b>80</b> 045719	<b>206</b> 045970	232 046233	046494	046752	047007
2 <b>5</b> 227	<b>154</b> 045479	181 045728	<b>207</b> 045989	<b>233</b> 046242	<b>265</b> 046501	<b>298</b> 046761	<b>335</b> 047016

046510

046529

046771

(Continued)

045497

045737

045746

045998

(W	HIIE	CONT	INU
337	9.78	383	
047034		047160	
338		384	
047043	198, 334 4	047179	
346		385	
047052	lasses et	047188	
347	1881	390	
047061	158 NO. 6	047197	
348	1881	391	
047071	lauro el	047203	
349		392	
047080	le recept	047212	
350		393	
047099	1825040	047221	
358		398	
047105	1210101	047231	
359	1813	399	
047114	CIOZAGI	047240	
360	1211	400	
047123	2210	047259	
361		401	
047132		047268	
362	13.83	402	-
047141	190	047277	
382	4303 L Q	418	
047151	1 989	047286	

419		449
047295		47437
420		450
047301	04	17446
423	1 184	451
047311	04	47455
424	1 20 1	452
047320	04	17464
425	1.68	454
047339	04	17473
426	18	455
047348	. 04	7482
428	88	462
047357	04	17491
429	69 1	463
047366	04	17508
436	01 1	464
047375	04	7517
437		465
047384		17526
438	12	467
047393		17535
439		468
047400	04	7544
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BLUE	STANDARD SHEETS	\$1.50	138	149	162	173	184
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